



Missouri Travel Barometer
October 2013 Report
(Data available as of 10/31/13)

The Missouri Division of Tourism research team analyzes a range of tourism research metrics in order to provide the Missouri travel industry with a monthly *Missouri Travel Barometer*. The main goal of this report is to answer the question, "How is tourism doing statewide?" The barometer shows key travel indicators that - at a glance - illustrate various measurements that affect Missouri's tourism industry and are indicators of its health. The *Missouri Travel Barometer* is updated on a monthly basis. Our industry is notified via *The Monitor* (the MDT industry eNewsletter) as each new report becomes available -- go to www.VisitMO.com/industry to subscribe.

October Report Highlights

Lodging Statistics: 2013 Calendar Year to Date through September

According to Smith Travel Research, Missouri's statewide lodging demand, occupancy and revenue have shown positive growth compared to the same time period last year. When compared to our surrounding, competitive states, Missouri has performed well in revenue, while other states are showing higher growth in occupancy and demand.

Missouri Lodging:

- Demand up 0.8%
- Occupancy up 1.1%
- ADR up 3.4%
- RevPAR up 4.6%

SIC Tourism business sales and tax collections: 2013 Calendar Year to Date through August

- The most recent Department of Revenue preliminary **sales revenue** for the calendar year in tourism's 17 SICs (January-August, 2013) show a 2% increase (\$146.2 million) over 2012, while the 2% growth in **tax collections** represents a \$6.2 million increase over 2012.

Website Visits: 2013 Calendar Year to Date through October

- Total web visits (main site and mobile visits combined) were up 22.8% through October (and 40% for the month of October) compared to 2012.

Responses to MDT advertising (requests for travel guide via phone, website, email, etc. or sign up for a newsletter that is emailed based on travel interests): 2013 Calendar Year to Date through October

- 145,342 for January thru October -- an increase of 2.9%; October 2013 is up 8% vs. October 2012.

Welcome Center visits: 2013 Calendar Year to Date through September

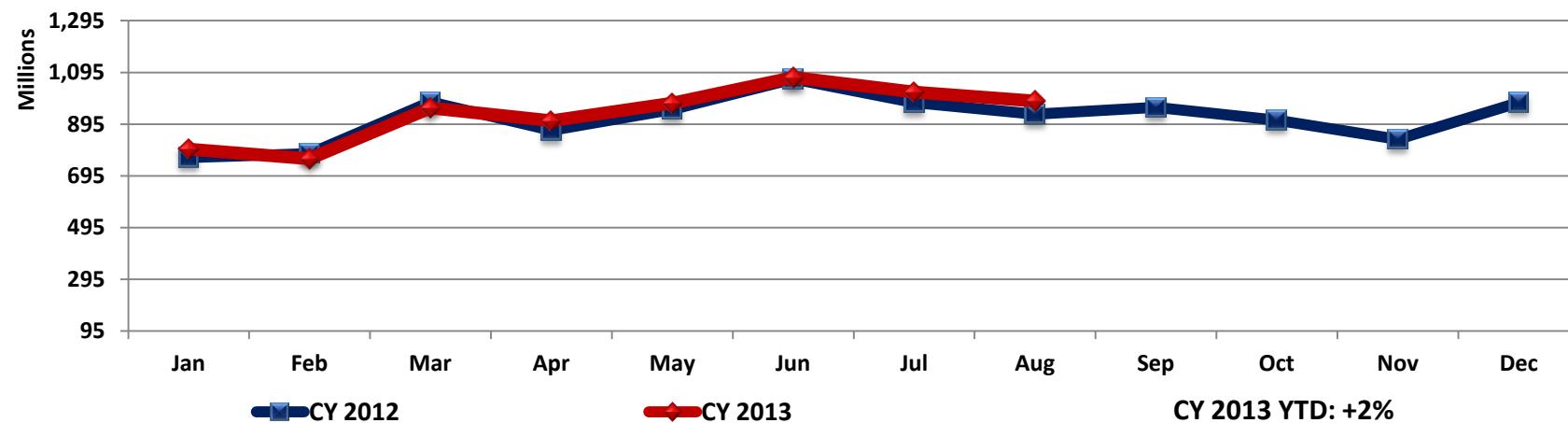
- CYTD thru September is up 1.7%; month of September down 2.4% compared to September 2012.

Airline deplanements: 2013 Calendar Year to Date through August

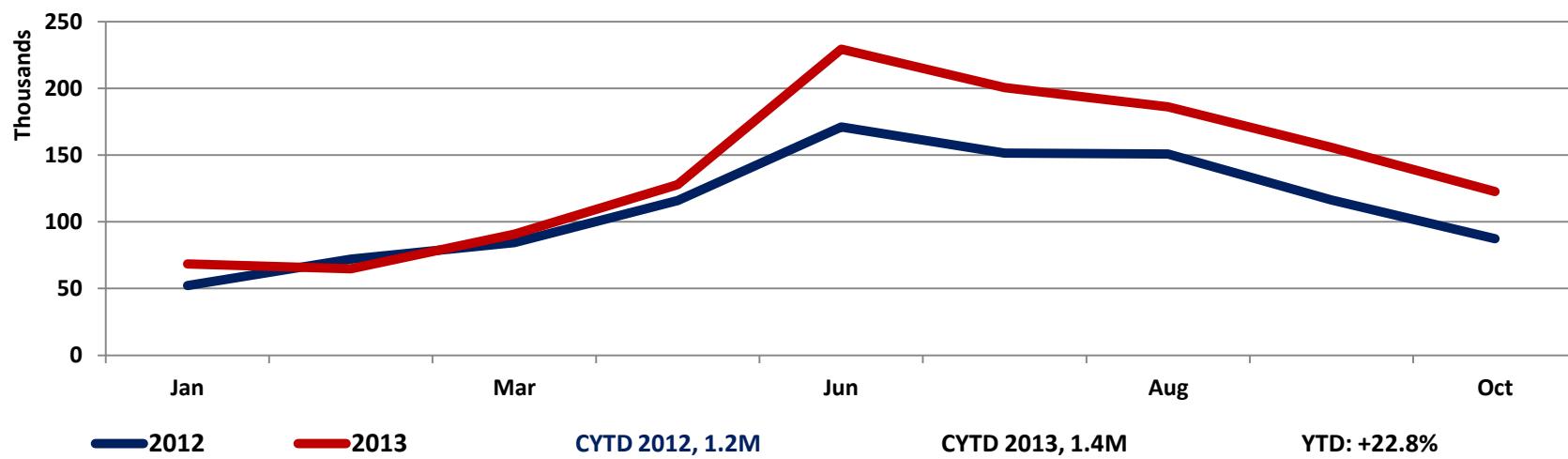
- Missouri major airports: down 1.1% thru August CYTD

Sources: Google Analytics, MDT databases, Federal Bureau of Transportation, and Smith Travel Research (STR, INC). Republication or other re-use of this data without the express written permission of STR is strictly prohibited.

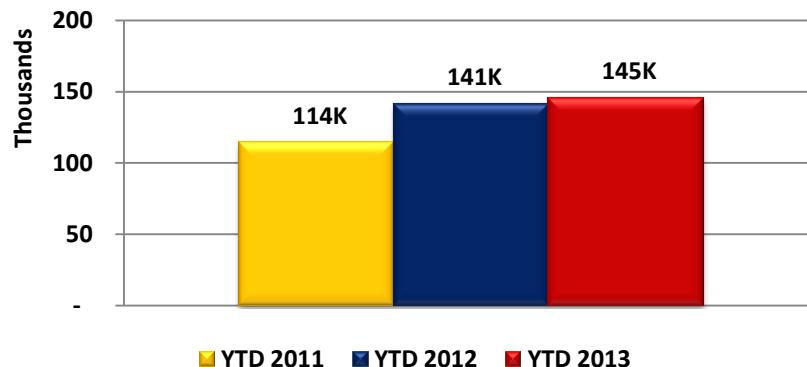
Sales Revenue from 17 Tourism SICs



Total Web Visits

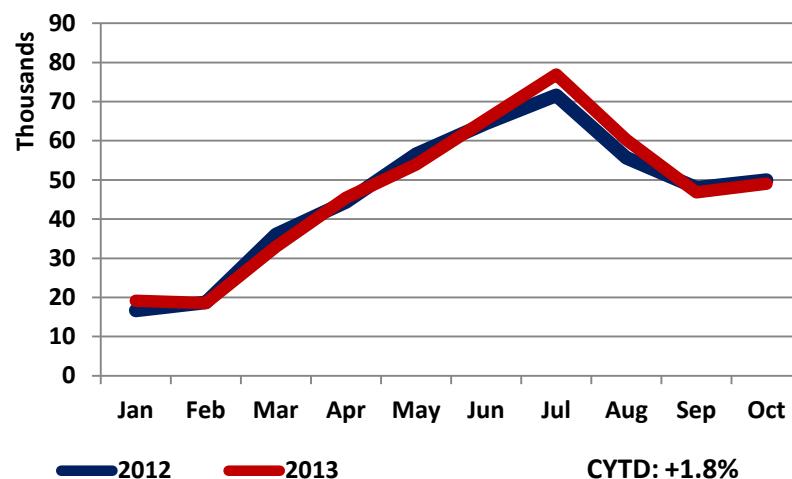


CYTD Responses thru October



Responses are requests for information including calls, web orders, reader's service leads (RSL), mail, and lead generation programs.

Welcome Center Visitors



Major Airport Deplanements thru August

